

# MUDDY TRAILS BASH SPONSORSHIP PROPOSAL

APRIL 2, 2011 • 3 - 8 p.m.

Rob Fleming Park, The Woodlands



The fourth annual Muddy Trails Bash is a culmination of the Muddy Trails Little Muddy Kid's Fun Run, 5K, 10K and 5k-9 Fun Run and Muddy Bowl, a crawfish boil cook-off. Produced by The Woodlands Township, the event will attract more than 3,000 attendees and will feature Zydeco Music at the post-race party from 4 - 8 p.m. The cook-off and post-race party will take place in Rob Fleming Park – The Lodge where as the races wind through the trails of the George Mitchell Nature Preserve.

## TRAIL SPONSOR - \$500

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Exclusivity in one category with additional promotion: *Doggie Recovery Zone, Kids Zone,*
- Company promotional items/information included in participant race and cook-off packets.
- One (1) company provided (3' x 6') banner can be displayed at race site.
- Two (2) Sponsor Party passes and two (2) complimentary entries for any of the races.
- Four (4) complimentary food tickets.

## MUDBUG SPONSOR - \$1,000

- *All of the above.*
- Exclusivity in one category with additional promotion: *5K9 Bandana, Stage*
- Company logo used in advertising campaign.
- Company name/logo displayed on official Muddy Trails Bash Web page.
- Two (2) additional Sponsor Party passes and two (2) additional complimentary entries for any of the races for a total of four (4) Sponsor passes and four (4) entries.
- Two (2) additional complimentary food tickets for a total of six (6) food tickets.

## OFFICIAL SPONSOR - \$2,000

- *All of the above.*
- Sponsor name/logo used in publications.
- Sponsor recognition in ads, press releases and event agendas.
- Exclusivity in one category with additional promotion: *Awards, Volunteer, Timing or Media.*
- Additional company-provided (3' x 6') banner can be displayed throughout race site for a total of two (2) banners.
- Four (4) additional Sponsor Party passes and two (2) additional complimentary entries for any of the races for a total of eight (8) Sponsor passes and six (6) entries.
- Four (4) additional complimentary food tickets for a total of 10 food tickets.

## PRESENTING SPONSOR - \$4,000

- *All of the above.*
- Exclusivity in one category with additional promotion: *Risk Management, Muddy Bowl Cook-Off, Post Race Party, Finish Line, Muddy Trails 5K, Muddy Trails 10, Little Muddy Kid's Fun Run, or Muddy Trails 5K-9 Fun Run.*
- Two (2) additional company-provided (3' x 6') banners can be displayed throughout race site for a total of four (4) banners.
- Eight (8) additional Sponsor Party passes and ten (10) additional complimentary entries for any of the races for a total of 16 Sponsor passes and 16 entries.
- Fourteen (14) additional complimentary food tickets for a total of 24 food tickets.

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**IN-KIND SPONSOR** - Sponsors may offer to provide services and/or items; specifics to be discussed with sponsorship team.

## LEVEL OF SPONSORSHIP *(please check appropriate line)*

\_\_\_\_\_ Presenting\*: \$4,000                      \_\_\_\_\_ Official\*: \$2,000  
\_\_\_\_\_ Mud Bug\*: \$1,000                      \_\_\_\_\_ Trail: \$500  
\_\_\_\_\_ Value In Kind

Other items mutually agreed upon \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SPONSOR

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_ Phone \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Sponsor's signature \_\_\_\_\_ Date \_\_\_\_\_

## THE WOODLANDS TOWNSHIP RECREATION CENTER

Accepted by \_\_\_\_\_ Date \_\_\_\_\_  
Printed name and title \_\_\_\_\_

Please make checks payable to The Woodlands Township.

### ***Please mail or fax this document to:***

Angel Nicks, Development Manager  
The Woodlands Township  
8203 Millennium Forest Drive, The Woodlands, TX 77381  
Phone: 281-210-3900 Fax: 936-273-4995  
E-mail: [anicks@thewoodlandstownship-tx.gov](mailto:anicks@thewoodlandstownship-tx.gov)

\*Please send a high-resolution jpeg or eps of your company logo to [esmith@thewoodlandstownship-tx.gov](mailto:esmith@thewoodlandstownship-tx.gov).